\$12,580.00

\$12,580.00

48

48

\$10,693.00

\$10,693.00

159.00

159.00

## ORDER

Orders Order / Rev: 53336 9808753 /Brad Alt Order #: Product Desc: Tom Smith WHP-TV CBS21 233 Estimate: Flight Dates: 09/04/12 - 09/10/12 Primary AE: Millennium Washington DC Original Date / Rev: 08/30/12 / 08/30/12 Sales Office: **MNAT** Order Type: **GENERAL** Sales Region: National **SRCP Media** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 201 North Union Street Suite 200 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Smith/R/Senate Name: A35+ New Business Thru: Demographic: **Product Codes: US Senate** Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, POL-CAND, GEN Agency External ID: Bill Plan **Totals** Start Date **End Date** # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount Rating

September 2012

Totals

09/10/12

08/27/12

| Account Executives       |              |              |                               |         |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Account Executive        | Sales Office | Sales Region | Start Date / End Date         | Order % |
| Millennium Washington DC |              |              | Start Of Order - End Of Order | 100%    |

\$10,693.00

| Order Share  | Share | Total       |
|--------------|-------|-------------|
| WHP-TV CBS21 | 21%   | \$12,580.00 |
| Market       | 100%  | \$59 904 76 |

48

\$12,580.00

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| EHP               | 0%    | \$0.00      |
| UNKWN             | 0%    | \$0.00      |
| WGAL              | 55%   | \$32,947.62 |
| WHTM              | 19%   | \$11,381.90 |
| WLYH              | 0%    | \$0.00      |
| WPMT              | 5%    | \$2,995.24  |
|                   |       |             |

| Ln  | Ch              | Start    | End                  | Inventory Code                        | Break        | Start/End Time                  | e Days        | Len Sp | ots | Rate Pri     | Rtg Type | Spots | Amount   |
|-----|-----------------|----------|----------------------|---------------------------------------|--------------|---------------------------------|---------------|--------|-----|--------------|----------|-------|----------|
| N 1 | WHP             | 09/04/12 | 09/10/12             | CBS Sun Morning<br>CBS Sun Morning    | СМ           | 9a-1030a                        | S             | :30    | 2   | \$70.00 P-2  | 2.10 NM  | 2     | \$140.00 |
| N 2 | WHP             | 09/04/12 | 09/06/12             | M-F 11a-12p<br>M-F 11a-12p            | СМ           | 11a-12p                         | - ТWГ         | :30    | 3   | \$225.00 P-2 | 1.90 NM  | 3     | \$675.00 |
| N 3 | WHP             | 09/07/12 | 09/10/12             | M-F 11a-12p<br>M-F 11a-12p            | СМ           | 11a-12p                         | M F           | :30    | 2   | \$80.00 P-4  | 1.90 NM  | 2     | \$160.00 |
| N 4 | WHP             | 09/04/12 | 09/06/12             | M-F 5p-530p News<br>CBS 21 News at 5p | CM           | 5p-530p                         | - TWΓ         | :30    | 2   | \$175.00 P-2 | 2.00 NM  | 2     | \$350.00 |
| N 5 | WHP             | 09/07/12 | 09/10/12             | M-F 5p-530p News<br>CBS 21 News at 5p | СМ           | 5p-530p                         | M F           | :30    | 1   | \$55.00 P-4  | 2.00 NM  | 1     | \$55.00  |
| W   | Sta<br>eek: 09/ |          | End Date<br>09/10/12 | Weekdays Spot                         | ts/Week<br>1 | <u>Rate</u> <u>R</u><br>\$55.00 | ating<br>2.00 |        |     |              |          |       |          |

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WHP-TV CBS21

Order / Rev: 53336

Advertiser: Smith/R/Senate

Alt Order #: 9808753 /Brad Flight Dates:

Tom Smith

09/04/12 - 09/10/12 Estimate:

233

Product Desc:

| Ln Ch                   | Start              | End                  | Inventory Code                            | Break        | Start/End Ti            | me Days        | Len Sp | oots | Rate Pri       | Rtg Type | Spots | Amount     |
|-------------------------|--------------------|----------------------|---|--------------|-------------------------|----------------|--------|------|----------------|----------|-------|------------|
| N 5 WHP                 | 09/07/1            | 2 09/10/12           | M-F 5p-530p News<br>CBS 21 News at 5p     | СМ           | 5p-530p                 | M F            | :30    | 1    | \$55.00 P-4    | 2.00 NM  | 1     | \$55.00    |
| N 6 WHP                 | 09/04/1            | 2 09/06/12           | M-F 530p-6p News<br>CBS 21 News at 530p   | СМ           | 530p-6p                 | - TWT          | :30    | 3    | \$175.00 P-2   | 2.00 NM  | 3     | \$525.00   |
| N 7 WHP                 | 09/07/1            | 2 09/10/12           | M-F 530p-6p News<br>CBS 21 News at 530p   | СМ           | 530p-6p                 | M F            | :30    | 2    | \$55.00 P-4    | 2.00 NM  | 2     | \$110.00   |
| <u>Sta</u><br>Week: 09/ | art Date<br>/04/12 | End Date<br>09/10/12 | Weekdays Spo<br>MF                        | ts/Week<br>2 | <u>Rate</u><br>\$55.00  | Rating<br>2.00 |        |      |                |          |       |            |
| N 8 WHP                 | 09/04/1            | 2 09/06/12           | M-F 6p-630p News<br>CBS 21 News at 6p     | CM           | 6p-630p                 | - TWT          | :30    | 3    | \$200.00 P-2   | 1.90 NM  | 3     | \$600.00   |
| N 9 WHP                 | 09/07/1            | 2 09/10/12           | M-F 6p-630p News<br>CBS 21 News at 6p     | СМ           | 6p-630p                 | M F            | :30    | 2    | \$65.00 P-4    | 1.90 NM  | 2     | \$130.00   |
| Sta<br>Week: 09/        | art Date<br>/04/12 | End Date<br>09/10/12 | Weekdays Spo<br>MF                        | ts/Week<br>2 | <u>Rate</u><br>\$65.00  | Rating<br>1.90 |        |      |                |          |       |            |
| N10 WHP                 | 09/04/1            | 2 09/06/12           | M-F 7p-730p<br>M-F 7p-730p                | CM           | 7p-730p                 | - TWT          | :30    | 3    | \$550.00 P-2   | 5.30 NM  | 3     | \$1,650.00 |
| N11 WHP                 | 09/07/1            | 2 09/10/12           | M-F 7p-730p<br>M-F 7p-730p                | CM           | 7p-730p                 | M F            | :30    | 2    | \$200.00 P-4   | 1.90 NM  | 2     | \$400.00   |
| <u>Sta</u><br>Week: 09/ | art Date<br>/04/12 | End Date<br>09/10/12 | Weekdays Spo<br>MF                        | ts/Week<br>2 | <u>Rate</u><br>\$200.00 | Rating<br>1.90 |        |      |                |          |       |            |
| N12 WHP                 | 09/04/1            | 2 09/10/12           | Sun Reg 1<br>Sun 7p-8p                    | CM           | 7p-8p                   | S              | :30    | 1    | \$500.00 P-4   | 6.70 NM  | 1     | \$500.00   |
| N13 WHP                 | 09/04/1            | 2 09/06/12           | M-F 730p-8p<br>M-F 730p-8p                | CM           | 730p-8p                 | - TWT          | :30    | 3    | \$675.00 P-2   | 6.90 NM  | 3     | \$2,025.00 |
| N14 WHP                 | 09/07/1            | 2 09/10/12           | M-F 730p-8p<br>M-F 730p-8p                | СМ           | 730p-8p                 | M F            | :30    | 2    | \$225.00 P-4   | 6.90 NM  | 2     | \$450.00   |
| <u>Sta</u><br>Week: 09/ | art Date<br>/04/12 | End Date<br>09/10/12 | Weekdays Spo<br>MF                        | ts/Week<br>2 | Rate<br>\$225.00        | Rating<br>6.90 |        |      |                |          |       |            |
| N15 WHP                 | 09/04/1            | 2 09/10/12           | Tue Reg 1<br>Tue 8p-9p                    | CM           | 8p-9p                   | - T            | :30    | 1    | \$1,750.00 P-2 | 15.30 NM | 1     | \$1,750.00 |
| N16 WHP                 | 09/04/1            | 2 09/10/12           | Fri Reg 2<br>Fri 9p-10p                   | СМ           | 9p-10p                  | F              | :30    | 1    | \$600.00 P-2   | 6.40 NM  | 1     | \$600.00   |
| N17 WHP                 | 09/04/1            | 2 09/10/12           | Thu Reg 3<br>Thu 10p-11p                  | СМ           | 10p-11p                 | T              | :30    | 1    | \$1,000.00 P-2 | 9.30 NM  | 1     | \$1,000.00 |
| N18 WHP                 | 09/04/1            | 2 09/06/12           | M-F 11p-1135p News<br>CBS 21 News at 11p  | CM           | 11p-1135p               | - TWT          | :30    | 3    | \$200.00 P-2   | 2.50 NM  | 3     | \$600.00   |
| N19 WHP                 | 09/07/1            | 2 09/10/12           | M-F 11p-1135p News<br>CBS 21 News at 11p  | CM           | 11p-1135p               | M F            | :30    | 2    | \$60.00 P-4    | 2.50 NM  | 2     | \$120.00   |
| N20 WHP                 | 09/04/1            | 2 09/10/12           | Sa-Su 11p-1130p New<br>CBS 21 News Weeker |              | 11p-1130p               | SS             | :30    | 2    | \$80.00 P-2    | 1.90 NM  | 2     | \$160.00   |
| N21 WHP                 | 09/04/1            | 2 09/10/12           | Letterman<br>Letterman                    | СМ           | 1135p-1235a             | МГЖГБ          | :30    | 5    | \$100.00 P-3   | 1.40 NM  | 5     | \$500.00   |
| N22 WHP                 | 09/08/1            | 2 09/08/12           |   | СМ           | 6p-630p                 | S-             | :30    | 2    | \$40.00 P-4    | 2.30 NM  | 2     | \$80.00    |
|                         |                    |                      | ·   |              |                         |                |        |      |                |          |       |            |

Totals \$12,580.00